

Abstract

The Master's thesis *Behavior of Generation Y music listeners in the age of digital music distribution* deals with the process of listening to music and habits connected to it among generation Y music listeners. Digital age provides music listener with new channels to listen to music such as streaming services (Spotify, Apple Music etc.), music websites, online radio broadcasting or MP3 format.

The research method used in this Master's thesis is qualitative research in the form of semi-structured interviews which were led with the sample of ten respondents.

The aim of this Master's thesis is to outline the reflection of respondents' music listening behavior. It tries to capture their viewpoint of use of music channels and their positive and negative aspects. It also focuses on how music listeners choose interprets and songs, how they discover new music and what is their approach to sharing music on social networks. Another question also is what is the role of physical music media for Generation Y music listeners.

Findings gained from the research are presented in the last part and they are compared with other researches and books on the similar topic.